



22 April 2016

Dear Management Committee Members,

## **Seeking Nominations for Probus Ambassadors**

Recently, I wrote to all clubs regarding the need for us all to focus on membership growth and retention. Whilst there are currently 135,000 Probus club members across Australia and New Zealand, Probus club membership has been declining over the past decade.

Despite both your and our efforts to address the decline, we have not been able to reverse the trend because of the aging of members, attrition and the impact of competing organisations. Although, many new clubs have commenced over the last few years with some becoming full quite quickly, there has been insufficient growth to replace the clubs that have closed.

The decline in membership is not due to a lack of interest in Probus by members of the Community, as we continually receive enquiries about prospective membership, and we are also aware that many clubs are thriving and have significant waiting lists.

Unfortunately, there are also many clubs that have been unable to increase their membership. In a number of areas, we are aware that there are simply an insufficient number of Clubs to meet future membership demands.

For many years PSPL has worked with the Rotary District Probus Chairman (RDPC's) whose role is to identify the need for new Probus clubs as well as provide support to existing clubs, over time this role has become too demanding for any one person to undertake.

Although PSPL and clubs alike appreciate the commitment and dedication of all our current and past RDPC's, it is clear that to grow our Probus community, a new approach is required.

Probus club members are our greatest ambassadors because you are the best example of how great Probus membership is and what a difference it has made to your lives.

PSPL are now seeking the assistance of Probus club members to collaborate with RDPC's as Probus Ambassadors and Field Officers. The purpose of these members is to provide local support to RDPC's in your local community.

PSPL will be also be providing comprehensive administrative support from our team to assist RDPC's, Ambassadors and Field Officers in the formation of new clubs and retention of existing clubs.

It is anticipated, that initially, each club would nominate one Probus Ambassador from their membership, to assist other Ambassadors and Field Officers in their local community.

Similar to the appointment of a Probian to the Club Management Committee, it is anticipated that the Ambassador's appointment would be for an agreed term however, it is expected that many Probians will wish to participate in strengthening Probus in their local community.

It is envisaged that the RPDC would work with the various teams made up of Ambassadors and Field Officers in each locale. Set out below is some information on each of these roles.

### **RDPC's Role**

The RDPC's role remains critical to the success of the Rotary and Probus partnership, the RDPC will work with various Ambassadors and Field officers within Probus clubs at a local level.

The PSPL team will also work with the RPDC and Ambassadors to review the membership trends in Probus clubs within their defined area to assess whether or not there is a potential for membership growth. Once identified that membership growth can be achieved through either the establishment of a new club or by working with existing clubs to increase membership, a strategy can then be developed for that community.

If a new club is required, the RDPC's role would be to obtain sponsorship support from the local Rotary Club. Local clubs will be kept informed of the need to form a new club in an adjacent area.

### **Ambassador's role**

The role of the Ambassador is to provide support to the RDPC by sharing their local knowledge about their community. Once the need for a new club is established, the Probus Ambassador would be responsible for co-ordinating the formation of that new club in conjunction with the PSPL team, with Probus Field Officers providing assistance in the club's formation.

The Probus Ambassador would be responsible for sourcing Field Officers within their club and would liaise directly with the RDPC and PSPL.

Probus Ambassadors would chair both the Interest and Foundation meetings of any new clubs so formed with the assistance of one or more Field Officers and support from both the RDPC

and PSPL. Probus Ambassadors are encouraged to attend the first three or more (as necessary) meetings of the new Club in a support capacity.

Probus Ambassadors and Field Officers would also work alongside other Ambassadors and Field Officers of clubs in their local or adjacent communities to share ideas about how to further grow membership in existing clubs.

### **Field Officers role**

The role of the Field Officer is to provide assistance to the Ambassador in one off projects such as a new club formation or to assist an existing club with a membership growth initiative. The Field Officer would also attend the interest and foundation meetings of any new clubs providing support to the Probus Ambassador and RDPC.

It is expected that there would be some travel required however, as the Ambassadors and Field Officers are working within their local area, these are not expected to be overly significant.

All support material required, such as promotional material and/or flyers etc., will be supplied by PSPL.

All expenses incurred in the fulfilment of the Ambassador and Field Officers role would be reimbursed by PSPL.

### **Next Steps**

Many hands do make light work, and to this end it is hoped that initially each club would nominate one Probus Ambassador, although we welcome management committee members as Ambassadors, this nominee does not need to be a member of your current committee, but rather a past committee member or an experienced member who would like to become more involved in their local community and Probus.

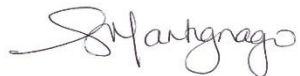
Once a club has nominated their Ambassador, part of their role is to source assistance within their club for any members interested in being part of his/her team as Field Officers.

Clubs are asked to nominate their Ambassador by completing the attached form and forward it to PSPL by e-mail, post or fax.

Probus is a great and worthy organisation for retired and semi-retired members of the community. Let us all work together and make Probus "a lifestyle choice for all retirees".

If you require clarification of this exciting development, or further information please do not hesitate to contact our office.

Yours in Probus friendship,



Silvana Martignago  
Chief Executive Officer

**PROBUS SOUTH PACIFIC LIMITED.** ACN 152 374 395  
**Post Office Box:** PO Box 1294, Parramatta NSW 2124 AUSTRALIA  
Ph: +61 2 9689 0200 - Fax: +61 2 9633 4779  
**Australia:** 1300 630 488 - **New Zealand:** 0800 1477 6287  
**Email:** [admin@probussouthpacific.org](mailto:admin@probussouthpacific.org) - **Web:** [www.probussouthpacific.org](http://www.probussouthpacific.org)



## PROBUS AMBASSADOR NOMINATION FORM

PROBUS CLUB OF \_\_\_\_\_

PROBUS CLUB NUMBER \_\_\_\_\_

PROBUS CLUB ADDRESS \_\_\_\_\_

\_\_\_\_\_

I, \_\_\_\_\_, Secretary of the  
abovenamed Probussouthpacific club nominate the following member as a Probussouthpacific  
Ambassador

NAME \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

I, \_\_\_\_\_, consent to my nomination as a  
Probussouthpacific Ambassador on behalf of my Probussouthpacific club.

I understand that all approved expenses incurred in my role as Probussouthpacific  
Ambassador will be reimbursed by PSPL.

SIGNATURE \_\_\_\_\_

Please return your completed form to PSPL by email to [monikap@probussouthpacific.org](mailto:monikap@probussouthpacific.org) or  
by post to PO Box 1294 Parramatta NSW 2150